

TIME: 9:59 PM
DATE: SEPTEMBER 24, 1953 THURSDAY
SPONSOR: PIERCE'S PAINT & ART STORE
SOLICITOR: D.M. COFFMAN

Do YOU have a picture that needs framing? Then bring
it to PIERCE'S PAINT & ART STORE, 196 Main Street.
There you will find the largest selection of
FRAMES, MAT BOARD, and GLASS in the city.
They can make your picture frame to your special order,
or you can buy the necessary materials,
and DO it YOURSELF! And remember, EXPERT advice
is FREE at PIERCE'S, so drop in,
and let them HELP YOU. That's PIERCE'S PAINT & ART STORE,
196 Main Street, near City Hall, where you can
ALWAYS purchase the best quality merchandise at
the lowest possible prices!
Mr. Hannigan, who owns and operates Pierce's,
is a MASTER painter and will gladly give you
ALL the help you need.

STAY TUNED for *the NEWS* which follows immediately *from*
You are tuned to 600, the Voice of Smith College, WCSR, Northampton.
The correct time is now, 10:00

Margie Suggs
ANNOUNCER'S SIGNATURE

ANNOUNCER'S SIGNATURE

TIME: 4:57 PM
DATE: SEPTEMBER 24, 1933
SPONSOR: PIERCE'S PAINT & ART STORE
SOLICITOR: J. M. COHEN

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WCSR, Northampton
Smith College